Copy and paste the headlines below into a word document to help shape your Media Release

MEDIA RELEASE CONTENT

***<Todays Date HERE>***

**<*Release Date >***

<HEADLINE HERE>

***<Intro / Lead HERE >***

***<Source HERE>***

***<Essentials HERE>***

***<Anything Else HERE>***

**-Ends-**

**Media release contact:**

<Name> <Phone> <Email> <Organisation>

COMMENTS

***Release Date:*** *State wether this document is for immediate release OR embargoed for release until (date)*

***Headline:*** *Highlighting the main news point*

***Intro/Lead:*** *Start with a bang; aim to answer as many of the five W’s in your first sentence* ***(Who; What; Where; When; Why)***

***Source:*** *If you haven’t already done so, answer the question: “How do I know?” This will add* *credibility*

***Essentials:*** *This includes why the story is significant – adds the perspective to the article. Answer the questions “So what?” and “How?”*

***Anything else:*** *Is there anything else missing that needs to be included? This is the last chance to tell the journalist where they can get copies of a report, a photograph or other information*

***-Ends-*** *keep this at the end of your media release to indicate that it the end*

**REMEMBER: QUOTES AND A PHOTO OPPORTUNITIES ADD LIFE TO A STORY, ALWAYS INCLUDE QUOTES & WHEN POSSIBLE, A PHOTO.**